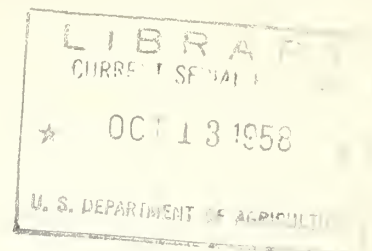


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Household Purchases of



- **FLUID MILK**
- **NONFAT
DRY
MILK**
- **BUTTER**
- **MARGARINE**

*by Regions and Retail Sales Outlets,
January-March 1958*

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
August 1958

HPD-59

PREFACE

This is one in a series of quarterly reports on household purchases of fluid milk, nonfat dry milk, butter, and margarine, by geographic regions and types of retail outlets. This series previously also contained data on household purchases of cheese. The quarterly reports supplement the monthly series, "Household Purchases of Fluid Milk, Nonfat Dry Milk, Butter, and Margarine," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 6,000 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF FLUID MILK, NONFAT
DRY MILK, BUTTER, AND MARGARINE, BY REGIONS
AND RETAIL OUTLETS, JANUARY-MARCH 1958

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets.:
: Data are for 13-week periods. :

FLUID MILK 1/

Total milk: During January-March 1958 household consumers purchased 4.2 billion quarts of fluid milk (whole and skim), nearly 4 percent more than in the comparable 13-week period in 1957. For the entire 1957-58 dairy marketing season (12 months ending March 1958) household purchases reflected a gain of slightly more than 4 percent over 1956-57.

Compared with a year earlier, fluid milk purchases in January-March 1958 increased in all 5 regions with a 7-percent rise reported in the South. 2/ Consumers increased their fluid milk purchases by 19 percent in national chain-stores but buying declined slightly in independents. 3/

The volume of fluid milk bought rose from 24.6 quarts per capita in January-March 1957 to 25.1 quarts in the corresponding period this year. 4/ Modest gains in purchase rates occurred in all regions except the Pacific.

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ The 5 regional areas are defined as follows: NORTHEAST--New England, Middle Atlantic States, and District of Columbia; NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North and South Dakota, Iowa, Missouri, Nebraska, and Kansas; SOUTH--Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky, Tennessee, Arkansas, and Louisiana; MOUNTAIN-SOUTHWEST--Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Oklahoma, and Texas; and PACIFIC--Washington, Oregon, and California. The approximate distribution of the 1956 U. S. population is 28.4 percent in the Northeast, 29.2 percent in the North Central region, 21.6 percent in the South, 10.1 percent in the Mountain-Southwest, and 10.6 percent in the Pacific.

3/ Retail outlets are defined as follows: NATIONAL CHAINS--A&P, Kroger, and Safeway Stores; REGIONAL AND LOCAL CHAINS--Those chains having 4 or more stores (excluding national chains); INDEPENDENT GROCERIES--independently owned stores, groups of stores not in above categories, and voluntary associations of independently owned stores; HOUSE-TO-HOUSE--purchases from milkmen or other wagon salesmen; OTHER--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

4/ Per capita purchases are based on total civilian, noninstitutional population.

Fluid whole milk: Household consumers bought just under 4 billion quarts of fluid whole milk for home use in the first quarter (13-week period) of 1958, up 4 percent from a year earlier and 9 percent from 3 years earlier. ^{5/} Consumers in the South increased their whole milk purchases about 8 percent from January-March 1957 to lead all regions in percentage increase. The volume purchased in January-March 1958 was virtually the same as a year earlier in the Pacific and slightly higher in the other regions.

During January-March 1958 about 2 of every 3 quarts of whole milk were purchased for home consumption in the Northeast and North Central States, the same proportion as a year earlier. These 2 regions contained 57 percent of U. S. households.

By regions, the South also recorded the largest increase--5 percent--in per capita buying of fluid whole milk in the first quarter of 1958. However, the purchase rate in the South--13 quarts per person--remained the lowest among the 5 regions. Per capita purchases, at 30 quarts in the Northeast and 27 quarts in the North Central States, rose about 2 percent from the January-March 1957 level. The lower rate of buying--21 quarts--in the Mountain-Southwest reflected a 4-percent gain but, in the Pacific, the purchase rate was about the same as a year earlier. On a per capita basis, about 97 percent of the quantity of total fluid milk purchased in the Northeast consisted of whole milk, compared with about 91 percent in the South.

Purchases of whole milk in larger than quart units continued to replace single quarts for home use in the first quarter of 1958. During January-March 1957, 42 percent of the fluid whole milk was purchased in larger than quart containers; in the same 13-week period in 1958, about half of the total volume of whole milk was bought for home use in the larger containers. Consumers in the North Central States alone accounted for 45 percent of the purchases of whole milk in larger than quart containers and for 61 percent of the total quantity bought in gallon containers. In contrast, over half of the purchase volume in the Northeast was in single quarts.

Excluding the Northeast, where the shift to gallon and half-gallon containers has not been so pronounced, U. S. consumers (in 4 regions) bought 64 percent of their whole milk in the larger containers in January-March 1958 compared with 57 percent in the corresponding 1957 quarter.

Although purchases of whole milk in multiple-quart containers represented only 23 percent of the total in the Northeast, the volume purchased in gallons and in half-gallons was exceeded on a regional basis only in the North Central States. Buying of whole milk in gallon units--up 18 percent nationally from a year earlier--scored substantial gains in all regions, with a 74-percent increase recorded in the Northeast.

^{5/} Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

U. S. consumers bought 23 percent more whole milk in half-gallon containers in the first quarter of 1958 than a year earlier. A 56-percent rise in consumer buying in the Northeast led percentage gains in all regions. The volume of whole milk purchased nationally in single quarts declined 10 percent from a year earlier, with losses ranging from 5 percent in the Northeast to about 21 percent in the North Central and Mountain-Southwest regions.

Consumer buying of whole milk increased 18 and 6 percent, respectively, in national chains and through home deliveries. A slight loss in volume occurred from January-March 1957 at independent grocers. More than half of all whole milk was purchased on a home delivered basis; less than 8 percent at national chains. Home delivery of whole milk provided the principal outlet for all sizes of containers. Two-thirds of quart-size purchases of whole milk were delivered to homes, while 36 percent of multiple-quart buying was accounted for in this manner. An additional 29 percent of the volume of whole milk bought in the larger than quart containers came from independent stores.

Fluid skim milk: In January-March 1958, U. S. householders purchased 232 million quarts of fluid skim milk, compared with 226 million quarts in the corresponding period in 1957. ^{6/} Losses of 13 and 4 percent in the volume bought in the Northeast and Mountain-Southwest were offset by gains of 4 percent in the South, 8 percent in the Pacific, and 10 percent in the North Central States. The latter region accounted for nearly a third of the total volume purchased. The purchase rate per capita for fluid skim items by householders in the first quarter of 1958 was highest in the Pacific coast region--2.4 quarts--and lowest in the Northeast--0.9 quart.

The average price paid by householders for skim milk items during January-March 1958 was 19.9 cents per quart, compared with 19.4 cents in January-March 1957. Higher average prices were reported paid by householders in the Northeast, Pacific, and Mountain-Southwest regions. Average prices paid were practically unchanged in the South and North Central States. Fluid skim milk prices were reported higher than a year earlier in all retail outlets except national chains, with the highest advance--0.8 cent per quart--occurring in regional and local chainstores.

Purchase of fluid skim milk in quart-size containers represented 76 percent of the total volume bought in January-March 1957; 74 percent in the comparable period a year later. In the same 13-week periods, purchases in half-gallon units rose from 21 to 24 percent of total. The North Central region was the most important in volume of household purchases of skim milk in quart and half-gallon containers, accounting for 28 percent of the single quarts and 47 percent of the half gallons bought by consumers. Most of the buying of the small volume of skim milk items in gallon units occurred in the South.

^{6/} Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim drinks.

Figure 1

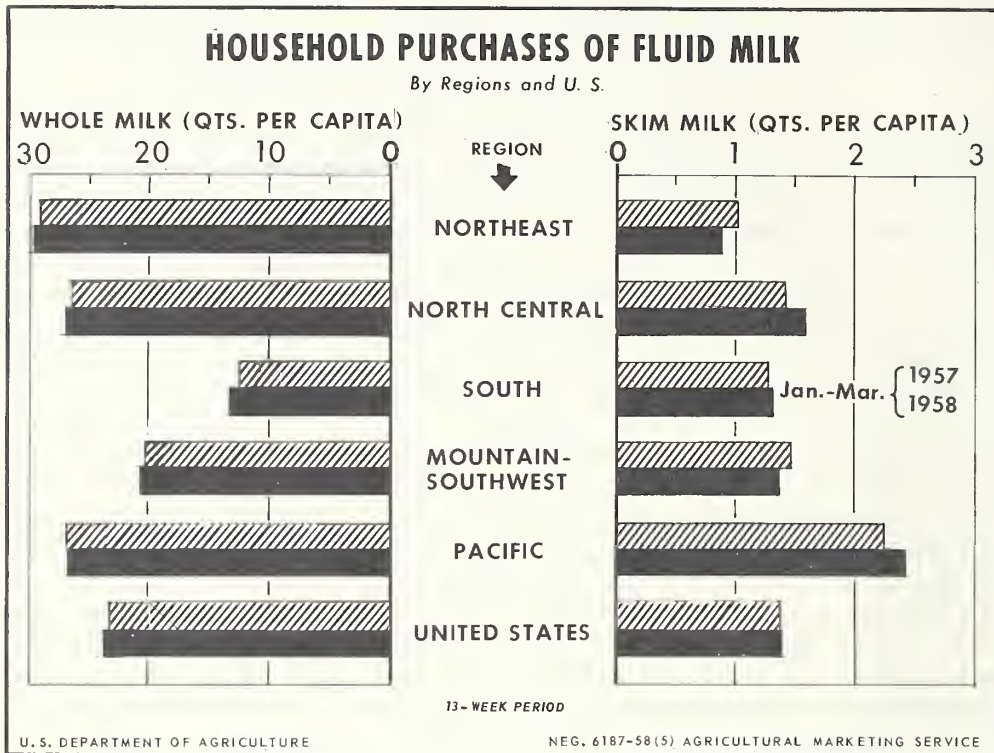
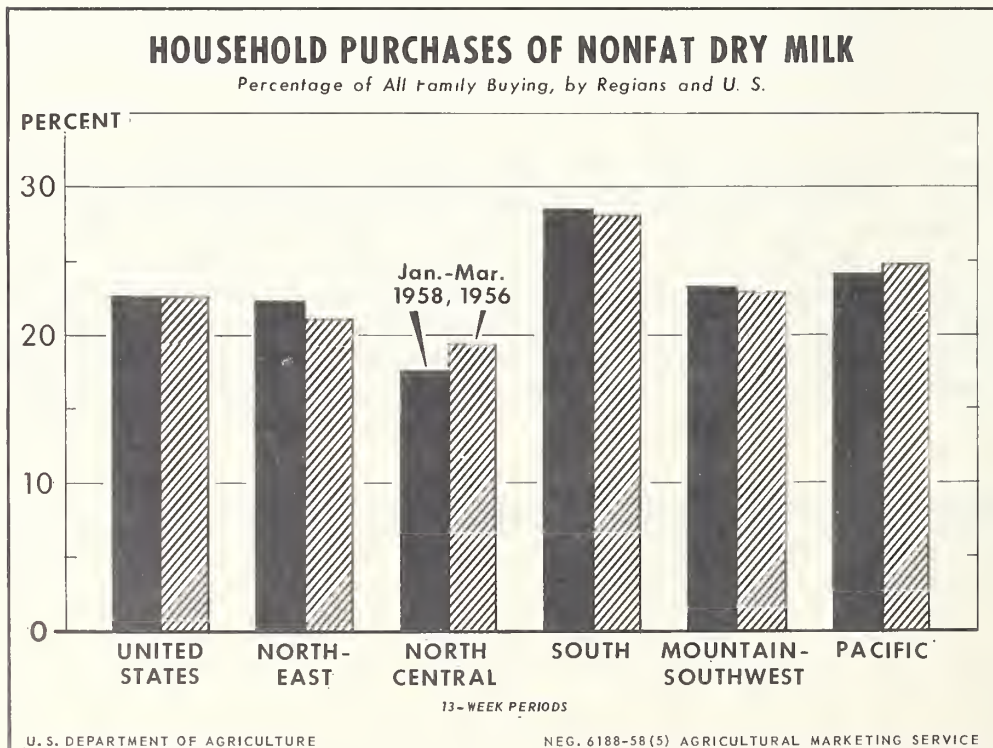


Figure 2



More fluid skim milk--47 percent of the total volume--was bought on a home delivered basis than through any other type of outlet in January-March 1958. However, the greatest gain over a year earlier occurred in national chains, where purchases increased 28 percent.

NONFAT DRY MILK

Purchases of nonfat dry milk in January-March 1958 totaled 53.8 million pounds, compared with 42.8 million pounds in the corresponding 13 weeks of 1956. The volume purchased in the first quarter of 1958 established a new high for this series, exceeding the previous peak set in October-December 1957 by one-fifth and the volume 2 years earlier by one-fourth. Buying of nonfat dry milk increased by nearly one-half in the Northeast and about one-fourth in the North Central and Southern States. Smaller gains were scored in the 2 other regions.

Associated with the substantial gain in purchases were increased per capita purchases and a larger volume bought per buying family during the first quarter of 1958. On a per capita basis, purchases rose from 0.26 to 0.32 pound or 22 percent in January-March 1958 over 2 years earlier.

About 23 percent of all U. S. families made one or more purchases of nonfat dry milk (average 3 purchases) during the first quarter of 1958, unchanged from 1956. The proportion of buying households in the North Central States declined about 2 percentage points from January-March 1956. This region continued as the one having the lowest proportion of buying families.

The average size of each purchase of nonfat dry milk was larger by one-sixth in January-March 1958 than 2 years earlier, with increases reported in all regions and retail outlets. Coupled with somewhat more frequent buying on the part of householders, this resulted in an increase in the quantity purchased per buying family from 62 to 75 ounces of nonfat dry milk during the quarter.

Consumers reported a slight rise from the same quarter 2 years earlier in average prices paid for nonfat dry milk. Among the regions, the principal change occurred on the Pacific Coast where the price paid advanced from 38 to nearly 41 cents per pound. Price changes in other regions ranged from 0.6 cent to 2 cents.

Total purchases of nonfat dry milk in national chainstores were up 50 percent in January-March 1958 from the level of 2 years earlier. Regional and local chains and independents registered lesser gains in volume purchased. Purchases in each of these types of retail outlets accounted for roughly one-third of the quantity of nonfat dry milk bought for home use during the first quarter of 1958.

BUTTER

U. S. household consumers purchased about 216 million pounds of butter during the 13-week period January-March 1958, 4 million pounds under the

comparable 1957 volume. For the 12-month period, April 1957-March 1958, butter bought for home use totaled 854 million pounds, virtually the same as a year earlier. A 3-percent gain occurring in the April-June 1957 period was cancelled by small losses in volume over the remainder of the dairy marketing year.

On a per capita basis, household purchases of butter in January-March 1958 were down nearly 4 percent from the same quarter of 1957. Purchase rates declined in all regions but the South where buying continued at less than one-third the national average of 1.3 pounds per person. During the dairy marketing year ending March 1958, per capita purchases of butter averaged about 2 percent below the 1956-57 rate nationally with the only regional gain--2 percent--occurring in the South. Butter buying fell about 12 percent--from 5.6 pounds per person in 1956-57 to nearly 5.0 pounds in 1957-58 in the Pacific Coast area.

Householders paid more for butter in all regions during January-March 1958 than in the same quarter a year earlier. The average price paid per pound advanced 5.6 cents per pound in the Pacific region; in the remaining 4 regions increases did not exceed 0.4 cent. Nationwide, consumers paid 71.5 cents per pound for butter in the first quarter of 1958, compared with 70.6 cents in the corresponding 1957 period.

Among types of retail outlets, increased buying of butter in January-March 1958 over a year earlier was restricted to that purchased on a home delivered basis, the volume of which rose almost 18 percent. That outlet, however, accounted for a minor share of the total household butter market. Only slight changes were reflected in the volume bought in national chains, but losses of 2 and 4 percent, respectively, occurred in regional and local chains and independents, the two major outlets for butter used in the home. "Other" outlets (including dairy stores) registered a 10-percent drop in volume in January-March 1958 compared with a year earlier.

The average price paid for butter was higher in all retail outlets, except for home deliveries, in the first quarter of 1958 than in the comparable 13 weeks in 1957. The advance averaged just under 1 cent per pound in chainstores and equalled that amount in independents. A slight increase also took place in dairy stores ("other" outlets). Prices paid for butter in January-March 1958 ranged from nearly 67 cents per pound in "other" outlets (principally dairy stores) to just under 74 cents for butter delivered to homes. The average price paid at independent grocers--about 73 cents per pound--exceeded the price paid in regional and local chains by 1.7 cents and in national chains by 2.2 cents.

MARGARINE

The data applicable to household purchases of margarine in January-March 1958 reflected increased buying and higher prices paid in all regions and all retail sales outlets. Total purchases of margarine for home use in the 13-week period January-March 1958 amounted to 367 million pounds, up 15 percent from the comparable quarter a year earlier. Regionally, gains ranged from 8 percent in the Mountain-Southwest to 20 percent in the Pacific.

Figure 3

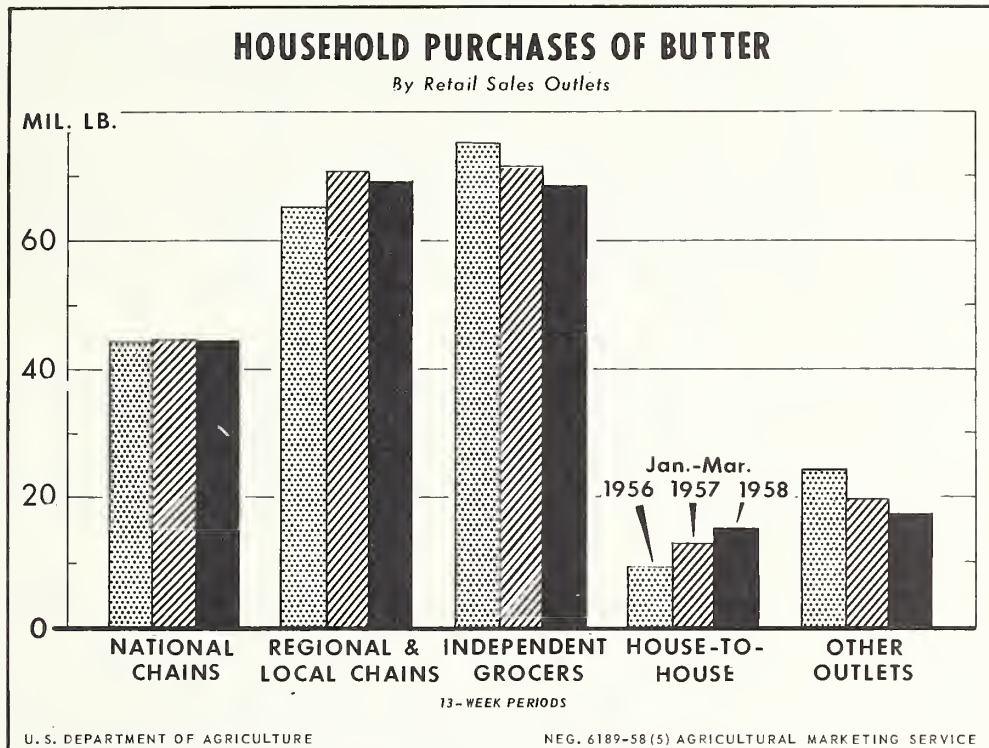
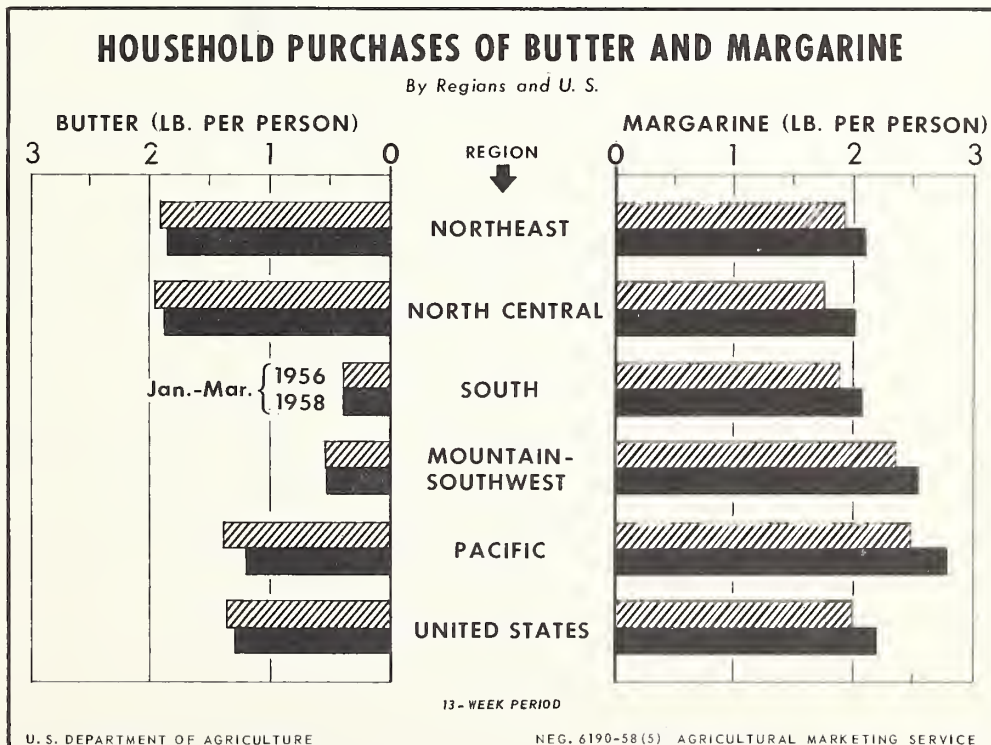


Figure 4



Nationally, household buying of margarine during the first quarter of 1958 averaged 2.2 pounds per person, up almost 12 percent from a year earlier. The purchase rate scored gains in all regions, with consumers in the North Central States increasing their purchases per person by one-sixth. Household buyers in Pacific Coast States were the highest users of margarine in the period, 2.8 pounds per person. In the Mountain-Southwest the purchase rate amounted to 2.5 pounds, while in other regions it approximated 2.1 pounds.

Retail buying of margarine increased sharply--26 percent--in regional and local chains over the January-March 1957 level. Purchases rose from 107 million pounds in January-March 1957 to 135 million pounds a year later to make regional and local chainstores the leading source for margarine used at home. Gains of 7 and 12 percent, respectively, in purchase volume occurred in independents and national chains.

Household consumers reported paying more for margarine in January-March 1958 than a year earlier regardless of region. The average price paid per pound advanced 2.7 cents per pound in the Pacific Coast region; in the ⁴ other regions, advances did not go over $1\frac{1}{2}$ cents. For the country as a whole, homemakers paid 26 cents per pound for margarine in January-March 1958, compared with 24.4 cents in the same 1957 period.

Household consumers paid higher prices for margarine in January-March 1958, regardless of type of retail outlet. The advance averaged about 1.7 cents per pound in chainstores, 1.4 cents in independent stores. In "other" outlets, the price paid rose less than a cent. The price paid for margarine in national chains--24.4 cents per pound--was the lowest among the retail outlets, 1.1 cents below the regional and local chainstore average and 3 cents per pound below the average price paid in independents.

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods

Quarter	Total fluid milk								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	23.92	23.02	22.66	29.59	29.31	29.53	26.80	26.16	25.28
July-Sept.....	23.90	23.30	22.38	29.51	28.60	28.28	26.83	26.31	25.10
Oct.-Dec.....	24.79	24.53	23.71	30.40	30.13	30.36	27.90	27.52	26.63
Jan.-Mar.....	25.13	24.63	23.87	30.49	30.01	30.23	28.54	27.94	27.18
Fluid whole milk									
Apr.-June.....	22.55	21.67	21.53	28.56	28.39	28.65	25.36	24.72	24.21
July-Sept.....	22.54	22.00	21.18	28.66	27.66	27.31	25.39	24.98	23.89
Oct.-Dec.....	23.47	23.23	22.59	29.59	29.21	29.52	26.43	26.17	25.55
Jan.-Mar.....	23.74	23.25	22.69	29.62	28.98	29.44	26.96	26.51	25.98
Fluid skim milk									
Apr.-June.....	1.37	1.35	1.13	1.03	.92	.88	1.44	1.44	1.07
July-Sept.....	1.36	1.30	1.20	.85	.94	.97	1.44	1.33	1.21
Oct.-Dec.....	1.32	1.30	1.12	.81	.92	.84	1.47	1.35	1.08
Jan.-Mar.....	1.39	1.38	1.18	.87	1.03	.79	1.58	1.43	1.20

-Continued

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods (continued)

Quarter	Total fluid milk								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	13.13	11.88	11.51	20.89	19.73	18.97	28.95	27.37	27.11
July-Sept.....	13.31	12.72	12.02	21.04	21.13	18.53	28.23	27.54	27.26
Oct.-Dec.....	14.02	13.54	12.48	21.93	22.15	20.13	29.06	29.07	27.69
Jan.-Mar.....	14.38	13.71	12.41	22.28	21.67	21.22	29.13	29.12	27.83
Fluid whole milk									
Apr.-June.....	11.89	10.62	10.50	19.53	18.38	17.79	26.54	24.92	24.90
July-Sept.....	12.05	11.52	10.91	19.45	19.77	17.36	25.73	25.21	25.17
Oct.-Dec.....	12.74	12.27	11.33	20.54	20.84	18.98	26.72	26.81	25.77
Jan.-Mar.....	13.06	12.42	11.30	20.89	20.19	19.83	26.71	26.88	25.69
Fluid skim milk									
Apr.-June.....	1.24	1.26	1.01	1.36	1.35	1.18	2.41	2.45	2.21
July-Sept.....	1.26	1.20	1.11	1.59	1.36	1.17	2.50	2.33	2.09
Oct.-Dec.....	1.28	1.27	1.15	1.39	1.31	1.15	2.34	2.26	1.92
Jan.-Mar.....	1.32	1.29	1.11	1.39	1.48	1.39	2.42	2.24	2.14

Table 2.--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3,726	3,516	3,400	1,282	1,251	1,225	1,195	1,140	1,091
July-Sept.....	3,741	3,555	3,370	1,296	1,221	1,188	1,196	1,149	1,080
Oct.-Dec.....	3,905	3,787	3,621	1,358	1,306	1,292	1,237	1,214	1,173
Jan.-Mar.....	3,964	3,820	3,639	1,365	1,304	1,280	1,266	1,243	1,185
Total.....	15,336	14,678	14,030	5,301	5,082	4,985	4,894	4,746	4,529
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	467	417	398	333	309	290	449	399	396
July-Sept.....	472	444	413	338	321	292	438	420	397
Oct.-Dec.....	504	475	431	351	346	318	455	447	407
Jan.-Mar.....	518	481	441	360	340	324	455	453	409
Total.....	1,961	1,817	1,683	1,382	1,316	1,224	1,797	1,719	1,609

Table 3.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.9	22.3	21.7	24.7	23.5	23.2	20.7	20.6	19.5
July Sept.....	23.2	22.7	22.0	25.2	24.1	23.8	20.9	20.8	19.7
Oct.-Dec.....	23.7	23.1	22.4	26.1	24.8	24.3	21.1	21.1	20.0
Jan.-Mar.....	23.7	23.3	22.2	26.1	25.1	24.2	21.1	21.1	19.8
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	24.5	24.1	23.6	23.2	22.8	22.2	21.8	20.9	21.0
July-Sept.....	24.6	24.4	23.5	23.4	23.4	22.4	21.9	21.1	20.9
Oct.-Dec.....	24.9	24.6	23.9	23.4	23.7	22.7	22.5	21.8	20.8
Jan.-Mar.....	24.8	24.6	23.9	23.4	23.8	22.8	22.6	22.0	20.7

Table 4.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	267	226	207	419	368	296	940	906	1,016
July-Sept.....	281	231	193	446	385	283	959	928	1,025
Oct.-Dec.....	288	261	211	476	427	314	992	956	1,057
Jan.-Mar.....	304	258	237	441	436	320	938	965	1,052
Total.....	1,140	976	848	1,782	1,616	1,213	3,829	3,755	4,150
	House-to-house			All other outlets					
Apr.-June.....	1,843		1,774	1,691		257	242		190
July-Sept.....	1,793		1,753	1,660		262	258		209
Oct.-Dec.....	1,870		1,878	1,816		279	264		223
Jan.-Mar.....	2,016		1,907	1,811		265	254		219
Total.....	7,522		7,312	6,978		1,063	1,018		841

Table 5.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.1	21.4	21.0	22.1	21.5	21.0	22.5	22.1	21.4
July-Sept.....	22.5	21.8	21.4	22.5	22.1	21.3	22.8	22.4	21.8
Oct.-Dec.....	23.0	22.5	22.0	23.1	22.5	21.8	23.3	22.9	22.1
Jan.-Mar.....	23.0	22.7	21.8	23.0	22.5	21.7	23.3	22.9	21.9
	House-to-house			All other outlets					
Apr.-June.....	24.0		23.1	22.5		19.0	18.7		18.7
July-Sept.....	24.3		23.6	22.7		19.2	18.9		18.9
Oct.-Dec.....	24.8		24.1	23.0		19.3	19.3		19.0
Jan.-Mar.....	24.7		24.2	22.9		19.2	19.4		19.0

Table 6.--Fluid whole milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	264.5	234.0	193.9	26.0	16.8	8.5	170.4	165.0	147.9
July-Sept.....	273.3	241.0	183.0	36.0	19.9	6.5	175.7	170.7	139.8
Oct.-Dec.....	299.7	266.1	210.1	44.0	23.9	9.2	186.3	186.4	160.4
Jan.-Mar.....	311.4	263.7	233.3	41.4	23.8	9.5	189.8	175.8	178.5
Total.....	1,148.9	1,004.8	820.3	147.4	84.4	33.7	722.2	697.9	626.6
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	1,368.8	1,063.6	660.5	187.4	109.4	28.7	595.3	503.4	367.3
July-Sept.....	1,460.5	1,168.0	682.4	217.9	127.4	29.8	632.1	527.3	374.4
Oct.-Dec.....	1,557.6	1,301.6	778.7	223.5	161.0	32.2	669.9	570.0	423.0
Jan.-Mar.....	1,674.1	1,358.1	834.1	268.7	172.2	40.1	707.0	603.0	444.2
Total.....	6,061.0	4,891.3	2,955.7	897.5	570.0	130.8	2,604.3	2,203.7	1,608.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	2,087.5	2,215.3	2,544.4	1,064.9	1,122.7	1,187.5	428.3	471.5	574.9
July-Sept.....	1,958.7	2,143.7	2,502.9	1,037.2	1,071.8	1,151.6	386.8	450.8	565.2
Oct.-Dec.....	2,040.0	2,216.7	2,629.1	1,087.0	1,119.9	1,250.3	378.7	456.7	589.2
Jan.-Mar.....	1,970.9	2,194.9	2,568.1	1,050.6	1,106.2	1,230.7	368.3	463.0	561.7
Total.....	8,097.1	8,770.6	10,244.5	4,239.7	4,420.6	4,820.1	1,562.1	1,842.0	2,291.0
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	28.0	17.3	10.4	23.3	22.5	18.3	16.8	12.4	8.8
July-Sept.....	25.7	19.1	10.2	20.6	19.6	17.1	15.3	11.7	9.4
Oct.-Dec.....	26.7	22.9	10.4	24.0	20.0	20.7	18.7	12.9	9.4
Jan.-Mar.....	31.5	24.9	15.3	30.6	24.0	21.7	18.1	15.2	8.3
Total.....	111.9	84.2	46.3	98.5	86.1	77.8	68.9	52.2	35.9
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	198.7	146.2	53.3	215.8	183.3	126.5	171.6	121.3	84.7
July-Sept.....	209.3	168.8	65.8	226.5	194.2	131.4	174.7	150.3	81.0
Oct.-Dec.....	238.1	187.9	85.4	242.4	212.7	144.7	183.7	170.0	93.4
Jan.-Mar.....	258.3	196.6	89.2	249.5	214.7	155.8	190.6	171.6	104.8
Total.....	904.4	699.5	293.7	934.2	804.9	558.4	720.6	613.2	363.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	240.0	252.8	334.3	94.0	102.7	145.1	260.3	265.6	302.6
July-Sept.....	236.4	256.0	336.4	90.8	106.9	143.3	247.5	258.2	306.4
Oct.-Dec.....	239.2	263.8	334.0	83.1	113.0	152.3	252.0	263.3	303.3
Jan.-Mar.....	226.7	258.9	334.1	79.2	100.7	146.5	246.1	266.1	295.1
Total.....	942.3	1,031.5	1,338.8	347.1	423.3	587.2	1,005.9	1,053.2	1,207.4

Table 7.--Fluid whole milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.4	18.3	17.0	17.2	15.4	14.1	18.6	18.8	17.2
July-Sept.....	18.8	18.4	17.1	18.4	16.8	14.9	18.8	18.7	17.3
Oct.-Dec.....	19.2	18.6	17.8	19.9	17.5	15.1	19.0	18.9	17.9
Jan.-Mar.....	19.2	18.8	17.8	19.7	18.1	14.1	18.9	18.9	17.9
Half-gallon size									
Apr.-June.....	21.7	21.2	19.9	22.9	21.5	20.8	20.2	20.1	18.9
July-Sept.....	22.0	21.5	20.1	23.6	22.0	21.4	20.5	20.4	19.1
Oct.-Dec.....	22.4	22.0	20.6	24.6	23.3	22.2	20.8	20.7	19.6
Jan.-Mar.....	22.5	22.1	20.5	24.7	23.9	22.0	20.8	20.5	19.3
Quart size									
Apr.-June.....	24.3	23.3	22.5	25.2	23.9	23.3	22.4	21.8	20.5
July-Sept.....	24.7	23.7	22.9	25.8	24.5	23.9	22.4	22.1	20.8
Oct.-Dec.....	25.4	24.4	23.2	26.7	25.2	24.5	22.7	22.6	20.9
Jan.-Mar.....	25.5	24.5	23.2	26.8	25.5	24.3	22.7	22.6	20.8
Gallon size									
South			Mountain-Southwest			Pacific			
Apr.-June.....	17.7	17.6	15.8	19.5	18.5	18.4	18.3	16.8	15.4
July-Sept.....	18.9	17.2	14.7	19.9	19.3	18.7	18.9	17.9	15.2
Oct.-Dec.....	19.5	17.6	19.9	20.2	18.8	18.6	18.8	17.6	15.0
Jan.-Mar.....	19.7	18.1	18.2	20.1	20.0	18.7	18.8	17.9	16.3
Half-gallon size									
Apr.-June.....	23.9	22.9	21.3	23.2	23.2	21.9	21.2	20.1	20.0
July-Sept.....	24.1	23.4	21.1	23.4	23.6	22.2	21.3	20.3	20.0
Oct.-Dec.....	24.2	23.7	21.6	23.3	23.9	22.8	21.9	21.1	19.9
Jan.-Mar.....	24.1	23.9	21.8	23.4	24.0	22.9	22.1	21.3	19.9
Quart size									
Apr.-June.....	25.9	25.2	24.2	24.0	23.1	22.9	22.5	21.5	21.4
July-Sept.....	25.8	25.6	24.2	24.3	23.8	23.0	22.6	21.7	21.3
Oct.-Dec.....	26.1	25.8	24.6	24.5	24.2	23.2	23.2	22.5	21.3
Jan.-Mar.....	26.3	25.8	24.7	24.6	24.3	23.2	23.3	22.7	21.1

Table 8.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	8.9	8.1	12.7	32.9	23.8	19.8	78.8	62.9	79.2
July-Sept.....	8.3	9.4	9.3	34.1	25.0	16.6	83.8	69.2	74.9
Oct.-Dec.....	11.3	10.9	10.7	36.5	29.9	18.3	95.8	77.6	80.8
Jan.-Mar.....	12.9	7.5	13.1	26.4	31.7	19.8	91.9	78.1	89.3
Total.....	41.4	35.9	45.8	129.9	110.4	74.5	350.3	287.8	324.2
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	163.3	123.9	75.1	221.2	163.9	87.8	444.6	365.4	244.5
July-Sept.....	170.2	134.0	75.4	249.6	179.0	91.3	453.1	409.4	253.7
Oct.-Dec.....	179.9	152.7	81.2	273.8	208.5	101.4	481.4	436.8	293.8
Jan.-Mar.....	201.1	158.2	92.3	274.9	220.1	106.3	492.9	449.2	321.8
Total.....	722.5	568.8	324.0	1,019.5	771.5	386.8	1,872.0	1,660.8	1,113.8
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	94.4	93.8	119.2	165.3	180.3	188.1	416.5	477.2	691.3
July-Sept.....	94.1	87.8	108.7	162.4	181.1	175.4	422.0	449.0	695.2
Oct.-Dec.....	96.9	97.8	119.3	166.0	188.1	193.8	414.9	441.7	681.8
Jan.-Mar.....	89.9	92.2	131.4	139.4	184.5	193.5	352.8	437.7	640.9
Total.....	375.3	371.6	478.6	633.1	734.0	750.8	1,606.2	1,805.6	2,709.2
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	83.7	87.9	49.3	60.2	51.3	32.9			
July-Sept.....	87.2	82.8	49.4	59.9	54.6	32.8			
Oct.-Dec.....	89.4	92.0	60.4	66.7	55.7	39.9			
Jan.-Mar.....	116.5	91.3	75.1	63.7	55.1	36.0			
Total.....	376.8	354.0	234.2	250.5	216.7	141.6			
	Half-gallon								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	446.9	328.4	207.9	92.8	82.0	45.2			
July-Sept.....	475.8	354.5	206.9	103.8	91.1	55.1			
Oct.-Dec.....	513.3	407.3	235.0	109.2	96.3	67.3			
Jan.-Mar.....	591.8	439.7	246.5	113.4	90.9	67.2			
Total.....	2,027.8	1,529.9	896.3	419.2	360.3	234.8			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	1,311.5	1,357.8	1,433.8	99.8	106.2	112.0			
July-Sept.....	1,227.2	1,315.4	1,403.2	93.0	110.4	120.4			
Oct.-Dec.....	1,266.0	1,378.7	1,519.3	96.2	110.4	114.9			
Jan.-Mar.....	1,307.6	1,375.8	1,489.0	81.2	104.7	113.3			
Total.....	5,112.3	5,427.7	5,845.3	370.2	431.7	460.6			

Table 9.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.3	16.5	17.1	17.7	16.8	16.7	18.3	18.1	16.7
July-Sept.....	18.6	17.7	17.8	18.8	17.4	16.8	18.5	18.5	16.7
Oct.-Dec.....	18.9	18.7	18.0	19.8	18.1	17.7	19.0	18.5	17.4
Jan.-Mar.....	18.9	18.5	17.9	19.6	18.4	17.7	19.2	18.5	17.4
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	21.3	20.9	19.7	21.4	20.9	19.6	21.7	21.5	20.0
July-Sept.....	21.7	21.2	19.9	21.9	21.5	19.9	22.0	21.8	20.3
Oct.-Dec.....	22.0	21.7	20.6	22.3	21.8	20.5	22.5	22.2	20.8
Jan.-Mar.....	22.3	21.9	20.3	22.4	21.8	20.3	22.6	22.2	20.6
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	23.9	22.5	22.2	23.7	22.7	22.1	24.1	23.2	22.4
July-Sept.....	24.5	23.3	22.8	24.1	23.3	22.5	24.5	23.6	22.9
Oct.-Dec.....	25.3	24.2	23.4	25.0	23.9	22.9	25.2	24.2	23.3
Jan.-Mar.....	25.2	24.5	23.1	24.8	24.0	22.8	25.4	24.4	23.2
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	20.5	20.2	19.2	16.1	16.2	14.7			
July-Sept.....	20.6	20.1	19.0	16.7	16.5	15.0			
Oct.-Dec.....	20.9	20.1	20.0	17.2	16.4	15.4			
Jan.-Mar.....	20.3	20.4	19.3	17.1	16.7	15.8			
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.6	21.9	20.6	18.7	18.0	17.7			
July-Sept.....	22.9	22.4	20.7	18.9	17.8	17.7			
Oct.-Dec.....	23.2	22.8	21.1	19.1	18.6	18.1			
Jan.-Mar.....	23.1	22.9	21.0	19.1	18.7	17.9			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	24.8	23.6	22.9	21.0	20.5	20.3			
July-Sept.....	25.1	24.1	23.1	21.4	20.9	20.5			
Oct.-Dec.....	25.8	24.7	23.4	21.4	21.3	20.7			
Jan.-Mar.....	25.8	24.9	23.4	21.2	21.4	20.6			

Table 10.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	226	219	179	46	41	38	68	67	48
July-Sept.....	226	210	191	38	42	42	68	61	54
Oct.-Dec.....	220	212	180	37	41	37	69	62	50
Jan.-Mar.....	232	226	190	40	46	35	74	67	55
Total.....	904	867	740	161	170	152	279	257	207
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	48	49	39	23	23	19	41	39	35
July-Sept.....	50	46	42	28	22	20	42	39	33
Oct.-Dec.....	50	49	44	24	22	19	40	38	30
Jan.-Mar.....	53	50	43	24	25	23	41	38	34
Total.....	201	194	168	99	92	81	164	154	132

Table 11.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.0	18.5	18.5	20.7	19.6	20.1	19.5	19.4	18.5
July-Sept.....	19.0	18.8	18.9	21.3	20.3	20.8	19.4	19.6	18.6
Oct.-Dec.....	19.6	19.3	18.9	22.7	21.0	20.8	20.0	19.8	19.0
Jan.-Mar.....	19.9	19.4	18.6	22.7	21.2	20.7	19.8	19.7	18.7
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.4	18.8	18.7	19.5	19.2	18.7	15.5	15.0	16.4
July-Sept.....	19.1	19.2	18.2	19.4	19.3	19.4	15.7	15.1	17.3
Oct.-Dec.....	19.3	19.6	18.5	20.8	19.8	20.3	15.9	15.7	16.2
Jan.-Mar.....	19.7	19.8	18.4	20.2	19.7	20.0	17.2	15.7	15.6

Table 12.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	19	17	13	38	32	19	51	54	56
July-Sept.....	21	18	14	38	32	21	52	49	59
Oct.-Dec.....	20	18	15	34	32	18	52	47	56
Jan.-Mar.....	23	18	16	35	37	20	54	52	60
Total.....	83	71	58	145	133	78	209	202	231
	House-to-house				All other outlets				
Apr.-June.....		103	101	81		15	14	10	
July-Sept.....		100	100	84		14	10	13	
Oct.-Dec.....		102	102	78		12	13	13	
Jan.-Mar.....		109	106	78		11	13	16	
Total.....		414	409	321		52	50	52	

Table 13.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.5	17.7	18.0	17.8	17.1	17.4	19.4	18.8	18.7
July-Sept.....	18.2	18.1	18.6	17.6	17.8	17.4	19.8	18.9	19.5
Oct.-Dec.....	18.7	18.9	18.7	18.4	18.4	18.2	20.5	19.6	19.1
Jan.-Mar.....	18.8	18.9	17.7	19.1	18.3	17.7	20.2	19.8	19.0
	House-to-house				All other outlets				
Apr.-June.....		19.9	19.4	19.2		14.9	14.8	15.0	
July-Sept.....		19.9	19.6	19.4		14.5	14.7	14.5	
Oct.-Dec.....		20.4	20.0	19.5		14.2	14.8	15.6	
Jan.-Mar.....		20.6	20.0	19.3		16.1	15.8	15.6	

Table 14--Fluid skim milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	7.4	8.1	7.1	1.2	0.9	0.8	1.8	2.7	2.2
July-Sept.....	8.4	6.4	8.7	1.7	1.1	.9	2.0	2.8	3.1
Oct.-Dec.....	6.5	6.1	5.9	.8	1.1	.3	.6	2.3	2.1
Jan.-Mar.....	5.6	6.5	6.3	.7	1.1	1.1	.2	1.3	1.8
Total.....	27.9	27.1	28.0	4.4	4.2	3.1	4.6	9.1	9.2
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	45.5	40.9	14.2	1.0	0.7	1.0	16.8	12.0	3.4
July-Sept.....	45.7	41.4	16.4	1.1	1.1	1.1	15.8	10.9	3.6
Oct.-Dec.....	47.9	44.1	15.0	.6	1.4	.4	20.0	14.3	1.9
Jan.-Mar.....	54.5	47.3	21.7	1.2	.8	.2	25.5	16.7	3.2
Total.....	193.6	173.7	67.3	3.9	4.0	2.7	78.1	53.9	12.1
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	172.9	169.2	157.2	43.8	39.1	36.0	48.9	51.6	42.5
July-Sept.....	171.1	161.5	165.4	35.5	39.4	40.0	49.7	47.2	47.6
Oct.-Dec.....	165.5	161.5	158.4	35.8	38.6	35.8	48.0	45.7	45.6
Jan.-Mar.....	171.3	172.2	161.1	37.9	44.3	32.9	48.4	49.3	49.9
Total.....	680.8	664.4	642.1	153.0	161.4	144.7	195.0	193.8	185.6
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3.1	3.1	1.9	1.1	1.3	1.9	0.2	0.1	0.3
July-Sept.....	3.3	2.1	3.3	1.4	.4	1.4	1/	1/	--
Oct.-Dec.....	3.9	1.8	2.2	1.2	.7	1.1	---	.2	.2
Jan.-Mar.....	3.5	2.8	1.9	1.1	1.0	1.5	.1	.3	--
Total.....	13.8	9.8	9.3	4.8	3.4	5.9	.3	.6	.5
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.2	11.1	3.1	9.6	9.1	3.2	6.9	8.0	3.5
July-Sept.....	11.1	11.7	4.5	9.5	10.4	3.9	8.2	7.3	3.3
Oct.-Dec.....	12.6	12.7	4.9	6.9	10.0	4.7	7.8	5.7	3.1
Jan.-Mar.....	11.9	13.8	5.9	8.2	10.1	7.2	7.7	5.9	5.2
Total.....	46.8	49.3	18.4	34.2	39.6	19.0	30.6	26.9	15.1
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	34.1	35.0	33.1	12.5	12.3	14.2	33.6	31.2	31.4
July-Sept.....	35.0	32.0	33.8	16.7	11.3	14.3	34.2	31.4	29.7
Oct.-Dec.....	34.1	34.4	36.6	15.6	11.1	13.5	32.0	31.7	26.9
Jan.-Mar.....	36.8	33.4	35.4	14.7	13.7	14.1	33.5	31.5	28.8
Total.....	140.0	134.8	138.9	59.5	48.4	56.1	133.3	125.8	116.8

1/ Less than .1

Table 15.--Fluid skim milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	10.5	11.3	10.9	1/	1/	1/	7.6	10.5	10.5
July-Sept.....	10.6	11.2	9.3	1/	1/	1/	6.9	10.3	8.4
Oct.-Dec.....	12.4	12.6	11.5	1/	1/	1/	15.5	13.5	12.0
Jan.-Mar.....	13.2	12.3	11.8	1/	1/	1/	15.1	8.7	11.6
	Half-gallon size								
Apr.-June.....	17.3	16.5	15.7	18.4	12.3	17.0	18.3	18.5	16.7
July-Sept.....	17.1	16.6	16.1	16.6	10.0	14.3	17.9	18.8	16.8
Oct.-Dec.....	17.7	17.4	16.7	20.1	17.9	16.4	18.7	18.3	16.4
Jan.-Mar.....	18.0	17.8	16.2	19.8	20.9	20.4	18.2	18.5	16.6
	Quart size								
Apr.-June.....	19.8	19.3	19.1	20.9	19.9	20.3	20.3	20.0	19.1
July-Sept.....	19.8	19.6	19.6	21.8	20.8	21.1	20.3	20.3	19.4
Oct.-Dec.....	20.4	20.0	19.4	22.9	21.3	20.8	20.5	20.6	19.4
Jan.-Mar.....	20.7	20.1	19.2	23.0	21.4	20.8	20.7	20.4	19.1
	Gallon size								
	South			Mountain-Southwest			Pacific		
Apr.-June.....	10.0	11.9	9.8	13.2	10.6	11.5	1/	1/	1/
July-Sept.....	11.3	11.2	9.0	12.8	12.9	10.0	1/	1/	1/
Oct.-Dec.....	11.3	11.2	10.9	13.2	11.3	9.7	1/	1/	1/
Jan.-Mar.....	13.0	13.6	10.9	13.1	11.5	10.6	1/	1/	1/
	Half-gallon size								
Apr.-June.....	17.8	16.8	15.4	18.5	18.7	18.6	12.3	11.0	11.8
July-Sept.....	17.8	16.9	15.7	18.8	18.0	19.5	12.7	11.6	12.3
Oct.-Dec.....	18.0	17.6	15.7	20.2	18.6	20.5	12.4	12.5	12.6
Jan.-Mar.....	18.4	18.4	15.3	19.5	18.8	20.2	14.7	12.5	11.4
	Quart size								
Apr.-June.....	20.8	19.9	19.4	20.8	20.6	19.7	16.2	16.0	17.0
July-Sept.....	20.3	20.5	19.4	20.3	20.7	20.3	16.4	15.9	17.8
Oct.-Dec.....	20.6	20.8	19.4	21.6	21.4	21.1	16.7	16.3	16.7
Jan.-Mar.....	20.7	20.9	19.3	21.2	20.9	20.9	17.8	16.3	16.3

1/ Too few purchases for analysis.

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1/	0.3	1/	0.4	0.8	0.2	1.2	1.8	2.6
July-Sept.....	1/	.1	0.2	.1	.4	.3	1.2	2.0	2.7
Oct.-Dec.....	---	1/	.6	.1	.4	.2	.6	1.1	1.6
Jan.-Mar.....	.1	1/	.2	.1	.5	.2	.9	1.3	1.1
Total.....	.1	0.4	1.0	.7	2.1	0.9	3.9	6.2	8.0
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	8.1	5.3	2.5	11.8	10.4	3.5	11.1	12.0	3.8
July-Sept.....	8.7	6.1	2.3	12.7	10.6	3.0	10.4	10.5	5.3
Oct.-Dec.....	9.4	6.2	2.3	11.6	11.1	2.7	10.6	9.2	5.6
Jan.-Mar.....	11.5	6.6	4.0	12.0	12.6	4.2	12.9	11.3	7.9
Total.....	37.7	24.2	11.1	48.1	44.7	13.4	45.0	43.0	22.6
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.1	11.7	10.8	25.4	20.8	15.5	38.5	40.2	48.9
July-Sept.....	12.3	12.0	11.4	25.7	21.1	17.5	40.6	36.4	50.8
Oct.-Dec.....	10.9	11.9	12.1	22.0	20.1	14.7	41.0	36.7	48.4
Jan.-Mar.....	11.4	11.1	12.1	22.9	24.1	15.5	39.7	39.3	50.6
Total.....	45.7	46.7	46.4	96.0	86.1	63.2	159.8	152.6	198.7
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	2.6	2.5	1.7	3.2	2.7	2.6			
July-Sept.....	3.1	2.5	2.0	4.0	1.4	3.5			
Oct.-Dec.....	2.8	2.7	1.1	3.0	1.9	2.4			
Jan.-Mar.....	2.4	2.7	1.0	2.1	2.0	3.8			
Total.....	10.9	10.4	5.8	12.3	8.0	12.3			
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.4	9.9	3.2	3.1	3.3	1.2			
July-Sept.....	11.1	11.5	4.0	2.8	2.7	1.8			
Oct.-Dec.....	13.6	14.1	2.6	2.7	3.5	1.8			
Jan.-Mar.....	14.9	13.5	3.3	3.2	3.3	2.3			
Total.....	51.0	49.0	13.1	11.8	12.8	7.1			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	89.2	88.7	76.3	8.7	7.8	5.7			
July-Sept.....	85.3	85.7	77.8	7.2	6.3	7.9			
Oct.-Dec.....	85.2	85.2	74.8	6.4	7.6	8.4			
Jan.-Mar.....	92.1	90.1	73.1	5.2	7.6	9.8			
Total.....	351.8	349.7	302.0	27.5	29.3	31.8			

1/ Less than .1

Table 17.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	1/	1/	1/	1/	8.9	7.3	11.0
July-Sept.....	1/	1/	1/	1/	1/	1/	10.2	8.1	9.1
Oct.-Dec.....	1/	1/	1/	1/	1/	1/	16.4	7.8	9.6
Jan.-Mar.....	1/	1/	1/	1/	1/	1/	13.0	8.5	9.7
Half-gallon size									
Apr.-June.....	17.1	14.9	15.4	16.3	14.7	14.5	18.6	18.5	16.9
July-Sept.....	16.2	15.0	15.0	16.2	16.3	13.7	19.0	18.4	17.7
Oct.-Dec.....	16.4	16.9	15.2	17.0	17.2	15.3	19.4	19.6	17.7
Jan.-Mar.....	17.0	17.4	13.1	17.7	17.1	15.1	19.2	19.9	17.7
Quart size									
Apr.-June.....	19.4	18.9	18.6	18.4	18.4	18.1	20.0	19.3	19.1
July-Sept.....	19.6	19.6	19.3	18.2	18.6	18.1	20.2	19.6	20.3
Oct.-Dec.....	20.6	19.9	19.4	19.2	19.2	18.9	20.8	19.9	19.6
Jan.-Mar.....	20.5	19.8	19.2	19.9	19.1	18.5	20.7	20.1	19.4
Gallon size									
House-to-house				All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55			
Apr.-June.....	12.6	14.7	11.9	8.6	9.9	10.0			
July-Sept.....	11.6	14.4	11.2	9.6	9.1	8.0			
Oct.-Dec.....	13.5	16.6	12.3	10.4	9.5	10.5			
Jan.-Mar.....	14.2	15.7	11.9	11.6	10.0	12.0			
Half-gallon size									
Apr.-June.....	17.8	17.2	16.6	15.1	15.3	13.3			
July-Sept.....	17.8	16.6	17.0	14.4	13.5	14.5			
Oct.-Dec.....	18.8	17.5	19.3	13.2	12.9	13.6			
Jan.-Mar.....	18.6	17.7	19.3	14.2	14.8	14.2			
Quart size									
Apr.-June.....	20.4	19.8	19.4	17.2	15.9	17.5			
July-Sept.....	20.4	20.2	19.8	17.2	16.2	17.4			
Oct.-Dec.....	20.9	20.5	19.6	16.3	16.9	17.4			
Jan.-Mar.....	21.0	20.5	19.4	18.4	17.0	17.0			

1/ Too few purchases for analyses.

Table 18.--Nonfat dry milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
Apr.-June.....	41,911	42,120	34,160	10,528	10,630	8,300	9,224	8,260	6,100
July-Sept.....	41,362	39,120	31,400	10,390	10,530	7,990	8,890	8,330	5,260
Oct.-Dec.....	44,867	40,310	34,300	11,193	9,120	8,940	10,082	8,070	5,860
Jan.-Mar.....	53,765	42,760	42,710	14,174	9,560	10,460	11,401	9,220	8,600
Total.....	181,905	164,310	142,570	46,285	39,840	35,690	39,597	33,880	25,820
	Average price per pound for all purchases								
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June.....	40.4	39.7	37.7	41.6	39.0	35.9	41.6	41.1	38.2
July-Sept.....	41.3	39.3	36.2	42.2	38.4	35.0	41.7	41.5	35.7
Oct.-Dec.....	41.2	39.3	38.9	41.3	38.6	37.7	42.5	41.6	40.0
Jan.-Mar.....	40.9	39.5	40.3	40.5	38.9	38.4	41.5	40.9	42.6
	Average price per actual 1-pound unit purchases								
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June.....	37.5	35.5	36.0	37.0	34.2	34.4	38.6	35.9	35.5
July-Sept.....	38.1	35.2	34.2	37.3	34.4	32.8	39.2	36.5	33.3
Oct.-Dec.....	38.2	36.0	35.5	35.9	35.0	34.3	39.8	37.1	35.7
Jan.-Mar.....	39.0	36.2	35.9	36.2	34.7	33.9	40.9	36.5	36.3
	Percentage of all families buying								
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Apr.-June.....	19.8	21.9	17.8	19.7	22.8	17.0	16.8	16.3	13.3
July-Sept.....	19.3	19.8	15.9	20.7	20.8	16.2	14.5	15.6	10.8
Oct.-Dec.....	20.1	21.6	19.5	19.9	20.9	18.4	16.2	17.6	15.5
Jan.-Mar.....	22.6	22.6	24.1	22.4	21.1	23.3	17.7	19.4	20.2

-Continued

Table 18.--Nonfat dry Milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	12,053	12,590	10,190	4,545	4,600	5,230	5,561	6,040	4,330
July-Sept.....	11,794	11,370	9,330	4,912	3,810	4,540	5,376	5,080	4,280
Oct.-Dec.....	13,287	12,630	9,670	4,463	4,760	4,890	5,842	5,730	4,940
Jan.-Mar.....	15,858	12,670	13,010	5,674	5,540	5,000	6,658	5,770	5,640
Total.....	52,992	49,260	42,200	19,594	18,710	19,660	23,437	22,620	19,190
Average price per pound for all purchases									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	39.7	40.0	38.7	38.5	38.9	38.4	39.0	38.9	36.9
July-Sept.....	41.1	39.5	37.0	39.7	38.4	37.2	40.7	37.7	36.3
Oct.-Dec.....	40.4	39.5	39.3	41.3	38.3	39.3	40.3	37.5	38.4
Jan.-Mar.....	40.8	39.9	40.4	40.5	38.5	40.1	40.9	38.0	40.5
Average price per actual 1-pound unit purchases									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	37.4	36.2	36.6	36.5	35.8	37.3	34.9	35.9	37.4
July-Sept.....	37.9	35.3	35.0	37.2	35.1	35.8	38.6	34.2	35.5
Oct.-Dec.....	38.0	36.1	35.5	40.6	36.2	36.3	38.8	35.0	37.8
Jan.-Mar.....	39.3	36.7	36.7	40.3	35.5	36.9	34.3	37.1	37.4
Percentage of all families buying									
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June.....	23.3	27.5	22.9	19.7	19.8	20.0	21.5	26.5	20.3
July-Sept.....	23.0	23.7	20.1	19.8	18.3	17.3	21.3	22.9	19.5
Oct.-Dec.....	25.2	27.4	23.7	20.3	23.0	22.5	20.8	22.1	22.2
Jan.-Mar.....	28.6	28.2	29.4	23.2	22.8	22.9	24.2	24.7	27.5

Table 19.--Nonfat dry milk: Purchases per 1,000 population, average size of purchase, and purchases per buying family, U. S. and by regions, 13-week periods

Quarter	Purchases per 1,000 population								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	253.6	260.7	216.3	234.6	241.3	194.2	195.8	178.5	135.5
July-Sept.....	249.3	244.2	197.3	229.7	242.1	183.7	188.7	182.4	116.3
Oct.-Dec.....	269.6	250.0	214.0	243.8	206.2	204.3	215.4	175.3	127.7
Jan.-Mar.....	322.0	265.1	266.3	307.7	217.4	240.5	242.7	200.7	188.5
Average size of purchase per buying family									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.9	20.0	21.4	21.6	18.9	21.8	22.5	17.9	19.2
July-Sept.....	23.9	20.5	22.8	21.1	21.0	22.4	23.9	18.9	20.9
Oct.-Dec.....	24.2	21.5	20.4	22.1	19.4	21.0	24.1	18.3	16.7
Jan.-Mar.....	24.9	21.4	18.8	23.1	19.4	18.6	24.7	20.0	16.1
Purchases per buying family									
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	2.86	3.17	3.16	2.86	2.94	2.93	2.68	3.13	2.65
July-Sept.....	2.87	3.17	3.03	2.72	2.86	2.85	2.79	3.14	2.52
Oct.-Dec.....	2.94	2.86	2.86	2.88	2.66	2.73	2.85	2.76	2.55
Jan.-Mar.....	3.03	2.91	3.12	3.10	2.73	2.90	2.86	2.63	2.97
Purchases per 1,000 population									
	South			Mountain-Southwest			Pacific		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	306.9	323.9	268.7	266.3	280.4	320.8	328.5	378.9	272.2
July-Sept.....	301.0	293.3	246.4	282.4	231.4	270.2	315.8	321.2	271.6
Oct.-Dec.....	335.5	325.9	253.9	261.5	291.2	292.3	343.1	361.3	312.7
Jan.-Mar.....	400.1	328.7	333.5	329.0	327.0	305.7	390.5	362.0	354.8
Average size of purchase per buying family									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.2	19.9	19.9	26.7	22.4	23.6	28.0	22.0	24.6
July-Sept.....	22.2	19.4	22.1	28.0	22.2	25.6	27.8	23.2	24.0
Oct.-Dec.....	23.1	21.2	19.8	24.9	24.6	22.7	29.4	25.6	21.8
Jan.-Mar.....	23.9	19.9	19.1	26.0	24.5	20.8	29.5	25.9	19.7
Purchases per buying family									
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	3.49	3.65	3.70	2.60	3.29	3.60	2.52	3.01	2.64
July-Sept.....	3.59	3.91	3.61	2.64	2.93	3.33	2.49	2.77	2.56
Oct.-Dec.....	3.49	3.44	3.31	2.66	2.64	2.99	2.59	2.96	2.99
Jan.-Mar.....	3.62	3.64	3.65	2.79	3.02	3.30	2.50	2.62	3.07

Table 20.--Nonfat dry milk: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains			Regional and local chains			Independent grocers			All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	13,746	14,230	11,600	14,597	12,060	10,240	12,639	14,260	11,110	929	1,570	1,220
July-Sept.....	13,824	12,730	11,280	14,179	12,580	8,730	12,539	12,790	10,170	820	1,020	1,220
Oct.-Dec.....	15,286	11,640	11,940	15,742	14,760	10,700	12,949	13,060	10,500	890	850	1,160
Jan.-Mar.....	17,639	11,770	14,800	18,437	15,000	11,830	16,603	14,890	14,560	1,086	1,100	1,520
Total.....	60,495	50,370	49,620	62,955	54,400	41,500	54,730	55,000	46,340	3,725	4,540	5,120
	Average size of purchase											
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	25.9	22.9	24.8	23.4	19.7	20.4	22.7	18.0	19.5	21.8	22.7	25.4
July-Sept.....	24.9	22.5	25.9	23.9	21.6	21.6	22.8	18.4	21.4	24.7	21.7	23.4
Oct.-Dec.....	25.3	22.4	24.5	23.9	21.6	19.3	23.5	20.9	18.2	24.1	20.5	22.1
Jan.-Mar.....	26.7	21.7	22.0	24.2	22.1	17.8	24.0	20.7	17.1	27.5	20.5	21.6
	Average price per pound for all purchases											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	38.7	36.2	34.2	40.8	40.0	38.4	41.8	42.9	40.3	38.2	40.3	40.0
July-Sept.....	39.0	35.9	33.2	41.6	39.3	36.4	43.6	42.4	38.9	39.6	40.6	39.4
Oct.-Dec.....	39.0	36.8	35.5	41.5	39.1	39.4	43.2	41.6	42.3	41.9	40.3	37.8
Jan.-Mar.....	38.2	36.9	36.5	41.3	39.1	40.4	43.1	41.8	44.0	43.8	39.9	41.7
	Average price per actual 1-pound unit purchases											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	34.9	32.9	32.7	39.3	36.9	36.8	39.4	38.2	39.3	38.3	38.6	39.9
July-Sept.....	34.9	32.8	31.9	39.8	37.0	34.9	41.7	37.5	36.6	38.1	39.3	39.9
Oct.-Dec.....	34.6	33.7	32.9	40.3	37.0	36.7	41.8	38.0	38.1	40.5	38.5	39.0
Jan.-Mar.....	35.1	33.9	33.4	39.8	36.7	36.4	43.4	38.7	39.0	42.3	37.5	40.1

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 population, U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States				Northeast				North Central			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	210.3	204.4	202.1	185.4	76.9	76.2	75.8	71.4	87.5	84.2	84.7	75.6
July-Sept.....	204.2	205.0	194.8	187.4	76.8	74.2	72.1	71.1	83.2	85.7	82.1	77.5
Oct.-Dec.....	223.6	224.5	223.2	214.0	84.6	82.4	83.3	79.6	91.5	91.3	92.5	90.1
Jan.-Mar.....	216.1	220.4	218.7	209.3	84.5	82.9	83.7	78.8	87.3	89.7	89.4	87.5
Total.....	854.2	854.3	838.8	796.1	322.8	315.7	314.9	300.9	349.5	350.9	348.7	330.7
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	70.0	68.2	66.8	66.1	71.5	69.7	68.2	67.7	68.2	66.5	65.0	64.1
July-Sept.....	70.3	68.7	66.9	66.1	71.8	70.3	68.6	67.7	68.4	67.2	65.1	64.1
Oct.-Dec.....	71.5	70.7	67.8	68.4	72.8	72.6	69.2	70.1	69.1	68.9	66.0	66.5
Jan.-Mar.....	71.5	70.6	67.8	67.8	72.4	72.1	69.1	69.1	69.1	68.9	66.1	65.9
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.12	1.10	1.09	1.09	1.03	1.02	1.00	1.00	1.28	1.27	1.28	1.25
July-Sept.....	1.10	1.10	1.09	1.09	1.01	1.01	1.00	1.00	1.26	1.26	1.26	1.25
Oct.-Dec.....	1.11	1.11	1.11	1.10	1.02	1.02	1.02	1.00	1.30	1.28	1.29	1.28
Jan.-Mar.....	1.10	1.11	1.10	1.09	1.03	1.03	1.02	1.00	1.27	1.27	1.26	1.27
	Purchases per 1,000 population											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,272	1,260	1,251	1,174	1,714	1,729	1,720	1,669	1,858	1,824	1,829	1,679
July-Sept.....	1,231	1,269	1,216	1,178	1,697	1,681	1,659	1,635	1,767	1,864	1,796	1,715
Oct.-Dec.....	1,344	1,377	1,385	1,335	1,843	1,843	1,832	1,819	1,955	1,969	2,010	1,961
Jan.-Mar.....	1,294	1,342	1,356	1,305	1,834	1,843	1,903	1,810	1,859	1,912	1,946	1,918

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 population, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased											
	South				Mountain-Southwest				Pacific			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	14.2	14.0	13.1	12.6	9.3	8.4	8.8	7.5	22.4	21.6	19.7	18.3
July-Sept.....	14.0	13.7	12.6	12.5	9.5	8.5	8.4	7.5	20.8	22.9	19.6	18.8
Oct.-Dec.....	16.9	15.8	15.7	14.8	9.7	9.8	9.3	9.0	20.9	25.1	22.4	20.5
Jan.-Mar.....	15.3	14.7	14.6	14.2	8.9	9.7	9.0	9.0	20.1	23.5	22.0	19.8
Total.....	60.4	58.2	56.0	54.1	37.4	36.4	35.5	33.0	84.2	93.1	83.7	77.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	72.1	70.2	69.2	69.1	74.8	72.6	69.8	69.1	68.0	66.5	66.0	65.1
July-Sept.....	71.9	70.6	68.7	69.2	74.1	72.9	70.3	69.2	69.3	66.5	65.8	64.7
Oct.-Dec.....	72.8	72.1	70.1	70.9	76.1	74.9	71.8	71.3	74.1	68.0	66.2	66.9
Jan.-Mar.....	73.1	72.8	69.9	69.8	76.0	75.6	71.9	72.0	74.3	68.7	66.3	67.3
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	0.90	0.89	0.87	0.84	1.04	1.04	1.02	1.07	1.07	1.04	1.02	1.05
July-Sept.....	.91	.87	.87	.85	1.06	1.06	1.03	1.05	1.04	1.05	1.04	1.04
Oct.-Dec.....	.95	.92	.91	.87	1.06	1.03	1.04	1.04	.99	1.09	1.05	1.02
Jan.-Mar.....	.91	.90	.90	.87	1.04	1.01	1.03	1.02	.99	1.07	1.04	1.03
	Purchases per 1,000 population											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	362	358	338	333	543	499	538	461	1,322	1,347	1,235	1,150
July-Sept.....	355	354	325	332	544	526	507	445	1,221	1,373	1,242	1,189
Oct.-Dec.....	426	409	407	389	570	592	571	538	1,228	1,509	1,411	1,299
Jan.-Mar.....	385	378	379	365	517	575	533	549	1,180	1,396	1,380	1,243

Table 22.--Batter: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains				Regional and local chains				Independent grocers			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	44.4	41.2	41.0	37.1	66.7	62.2	58.1	52.2	66.5	68.4	70.7	67.6
July-Sept.....	41.6	40.4	40.3	36.5	64.4	63.5	55.0	53.9	66.5	68.9	69.4	66.8
Oct.-Dec.....	45.5	44.6	44.7	41.2	71.1	71.8	66.9	61.1	73.6	73.2	77.8	76.5
Jan.-Mar.....	44.7	44.8	44.4	41.9	69.5	70.9	65.3	59.9	68.7	71.9	75.2	74.4
Total.....	176.2	171.0	170.4	156.7	271.7	268.4	245.3	227.1	275.3	282.4	293.1	285.3
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	68.8	67.5	65.6	65.0	69.6	67.9	66.2	65.4	71.5	69.3	68.1	67.3
July-Sept.....	69.7	68.0	66.1	65.1	69.8	68.4	66.5	65.4	71.6	69.8	68.2	67.1
Oct.-Dec.....	71.0	70.2	66.8	68.0	71.3	70.6	67.3	68.1	72.8	71.8	69.0	69.3
Jan.-Mar.....	70.7	69.8	66.9	66.8	71.2	70.4	67.2	67.3	72.9	71.9	69.1	68.9
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.05	1.03	1.01	1.02	1.05	1.02	1.02	1.04	1.07	1.05	1.06	1.06
July-Sept.....	1.01	1.02	1.01	1.01	1.03	1.02	1.00	1.03	1.05	1.06	1.05	1.05
Oct.-Dec.....	1.03	1.05	1.03	.99	1.04	1.04	1.04	1.05	1.09	1.08	1.07	1.06
Jan.-Mar.....	1.02	1.04	1.03	1.00	1.03	1.03	1.03	1.03	1.05	1.08	1.06	1.07

Table 22.--Batter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods (Continued)

Quarter	Total quantity purchased									
	House-to-house					Other outlets				
	1957-58	1956-57	1955-56	1954-55		1957-58	1956-57	1955-56	1954-55	
	Million pounds	Million pounds	Million pounds	Million pounds		Million pounds	Million pounds	Million pounds	Million pounds	
Apr.-June.....	12.0	9.5	9.7	9.8		20.7	23.1	22.6	18.9	
July-Sept.....	12.6	10.0	7.8	10.5		19.1	22.2	22.3	19.7	
Oct.-Dec.....	7.5	11.5	9.5	12.5		25.8	23.4	24.3	22.7	
Jan.-Mar.....	15.4	13.1	9.5	12.4		17.8	19.8	24.3	20.7	
Total.....	47.5	44.1	36.5	45.2		83.4	83.5	93.5	82.0	
	Average price paid per pound									
	Cents	Cents	Cents	Cents		Cents	Cents	Cents	Cents	
Apr.-June.....	74.0	72.3	71.1	70.7		66.4	65.4	64.3	63.7	
July-Sept.....	73.5	72.3	69.9	70.4		66.5	65.6	64.3	63.7	
Oct.-Dec.....	74.0	73.8	71.6	71.9		68.9	66.5	65.1	64.9	
Jan.-Mar.....	73.8	74.0	71.8	71.8		66.8	66.6	65.0	64.9	
	Average size of purchase									
	Pounds	Pounds	Pounds	Pounds		Pounds	Pounds	Pounds	Pounds	
Apr.-June.....	1.17	1.11	1.11	1.07		1.81	1.72	1.68	1.59	
July-Sept.....	1.19	1.14	1.12	1.09		1.83	1.74	1.64	1.62	
Oct.-Dec.....	1.25	1.13	1.13	1.12		1.62	1.79	1.69	1.66	
Jan.-Mar.....	1.19	1.14	1.11	1.13		1.90	1.83	1.69	1.66	

Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 population, U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	313.8	303.4	274.4	80.7	82.4	76.2	83.9	76.9	73.4
July-Sept.....	309.1	285.1	268.4	80.3	75.1	75.3	82.7	72.6	71.3
Oct.-Dec.....	350.4	326.0	331.1	93.4	87.1	91.4	91.0	85.8	88.3
Jan.-Mar.....	366.9	317.9	332.4	97.3	85.1	89.7	96.3	81.0	87.0
Total.....	1,340.2	1,232.4	1,206.3	351.7	329.7	332.6	353.9	316.3	320.0
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	26.5	24.9	26.4	28.0	26.1	27.4	27.5	25.7	27.2
July-Sept.....	26.1	25.0	26.9	27.5	26.4	28.1	27.2	25.4	27.9
Oct.-Dec.....	26.1	24.7	25.8	27.3	26.2	26.8	27.1	25.2	26.7
Jan.-Mar.....	26.0	24.4	25.7	27.2	25.8	27.2	26.7	25.4	26.5
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.54	1.54	1.45	1.55	1.53	1.43	1.59	1.55	1.43
July-Sept.....	1.55	1.51	1.44	1.56	1.53	1.43	1.59	1.54	1.43
Oct.-Dec.....	1.57	1.56	1.49	1.59	1.58	1.50	1.59	1.59	1.47
Jan.-Mar.....	1.58	1.57	1.50	1.62	1.59	1.48	1.64	1.59	1.49
Quarter	Purchases per 1,000 population								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,899	1,878	1,737	1,799	1,871	1,783	1,780	1,660	1,629
July-Sept.....	1,863	1,779	1,687	1,775	1,727	1,732	1,756	1,588	1,576
Oct.-Dec.....	2,106	2,022	2,066	2,035	1,969	2,089	1,944	1,864	1,923
Jan.-Mar.....	2,197	1,970	2,072	2,113	1,935	2,061	2,050	1,763	1,907

- Continued

Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 population, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	71.3	64.7	53.8	38.2	37.0	32.8	39.8	42.4	38.2
July-Sept.....	70.3	64.5	53.9	37.5	35.0	31.3	38.2	37.9	36.6
Oct.-Dec.....	79.4	72.1	67.6	42.0	39.5	40.3	44.7	41.5	43.5
Jan.-Mar.....	82.4	72.3	69.3	43.4	40.0	42.3	47.5	39.5	44.1
Total.....	303.4	273.6	244.6	161.1	151.5	146.7	170.2	161.3	162.4
	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.5	24.7	26.1	25.2	23.3	25.7	24.6	22.5	24.1
July-Sept.....	24.9	24.7	26.5	24.8	24.0	25.8	24.4	22.6	24.0
Oct.-Dec.....	25.4	24.3	25.6	25.0	23.5	24.7	24.1	22.3	23.3
Jan.-Mar.....	25.4	23.9	25.4	24.7	23.4	24.2	24.0	21.3	22.8
	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.38	1.36	1.31	1.49	1.47	1.42	1.80	1.84	1.68
July-Sept.....	1.40	1.35	1.29	1.43	1.43	1.39	1.84	1.81	1.70
Oct.-Dec.....	1.43	1.39	1.34	1.47	1.50	1.43	1.87	1.84	1.77
Jan.-Mar.....	1.41	1.39	1.33	1.46	1.51	1.46	1.87	1.88	1.80
	Purchases per 1,000 population								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,815	1,664	1,418	2,237	2,255	2,011	2,352	2,664	2,398
July-Sept.....	1,795	1,664	1,425	2,157	2,129	1,864	2,243	2,396	2,318
Oct.-Dec.....	2,004	1,859	1,775	2,463	2,418	2,409	2,623	2,620	2,755
Jan.-Mar.....	2,078	1,875	1,776	2,515	2,361	2,590	2,786	2,479	2,770

Table 24.--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains			Regional and local chains			Independent grocers			All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	78.9	84.9	77.3	115.4	95.5	82.2	110.7	113.9	106.7	1/ 8.8	2/9.1	3/ 8.2
July-Sept.....	78.3	77.7	74.8	112.3	91.6	81.5	110.2	107.5	104.4	1/ 8.3	2/8.3	3/ 7.7
Oct.-Dec.....	90.2	88.8	92.8	129.2	107.0	103.9	119.9	121.3	125.9	1/11.1	2/8.9	3/ 8.5
Jan.-Mar.....	93.7	83.5	91.7	134.8	106.8	104.1	126.6	118.2	126.6	1/11.7	2/9.4	3/10.0
Total.....	341.1	334.9	336.6	491.7	400.9	371.7	467.4	460.9	463.6	6/39.9	4/35.7	5/34.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.1	23.1	24.8	26.0	23.9	25.5	27.9	26.7	28.1	28.9	27.9	29.3
July-Sept.....	24.7	23.3	25.1	25.4	24.0	26.0	27.7	26.8	28.6	28.9	27.9	28.8
Oct.-Dec.....	24.6	23.0	23.8	25.5	23.8	24.9	27.7	26.4	27.9	28.2	27.7	28.7
Jan.-Mar.....	24.4	22.9	23.9	25.5	23.6	24.7	27.4	26.0	27.6	28.3	27.4	28.8
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.62	1.66	1.54	1.56	1.56	1.45	1.49	1.45	1.39	1.48	1.48	1.41
July-Sept.....	1.61	1.60	1.54	1.58	1.54	1.45	1.50	1.44	1.37	1.45	1.42	1.35
Oct.-Dec.....	1.67	1.63	1.60	1.58	1.58	1.51	1.51	1.48	1.41	1.51	1.43	1.39
Jan.-Mar.....	1.68	1.67	1.60	1.59	1.59	1.52	1.52	1.50	1.42	1.52	1.46	1.46

1/ Includes house-to-house purchases of 2.1 million pounds in April-June, 1.6 in July-September, 2.5 in October-December, and 3.0 in January-March.

2/ Includes house-to-house purchases of 1.5 million pounds in April-June, 1.0 in July-September, 1.4 in October-December, and 1.7 million pounds in January-March.

3/ Includes house-to-house purchases of 1.7 million pounds in April-June, 1.4 in July-September, 2.0 in October-December, and 2.2 million pounds in January-March.

4/ Includes house-to-house purchases of 5.6 million pounds.

5/ Includes house-to-house purchases of 7.3 million pounds.

6/ Includes house-to-house purchases of 9.2 million pounds.

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